MAY 11

Broadcasting®

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ L.A. STATIONS SUBPOENAED FOR RIOT FOOTAGE / 21
❑ CABLE GAME SHOWS ROLL DICE FOR CHANNEL SPACE / 28
❑ AUTOS MOVE SPOT MARKET ALONG ROAD TO RECOVERY / 38

CABLE READIES FOR TELEPHONY

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SRI ACQ
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This Week

CONFIDENT CABLE / 4

Fiber optics and digital compression have positioned cable to best telcos as "the most cost-effective highway to the home," NCTA convention-eers were told last week.

ABC FALL SCHEDULE DUE / 21

ABC is expected to release its fall schedule Tuesday, May 12, with the makeup of its Tuesday and Wednesday night lineups hinging on the fate of *The Wonder Years*.

FBI SUBPOENAS L.A. TAPES / 22

As part of its investigation into the police department's response to the riots, and to help it identify those who committed violent acts, the FBI has served subpoenas to Los Angeles TV stations for tapes of their aired coverage. The stations are expected to comply.

RAB PUSHES AD TASK FORCE / 26

The RAB board has recommitted itself to creating an industry-wide task force to promote radio to national advertisers. The continuing slide in ad revenue, and a sympathetic response from Katz Radio, may boost the plan's prospects.

Game show host Wink Martindale pitches the Game Channel at NCTA (p. 28)

GAME CHANNELS PREVIEWED / 28

Two game show channels, backed by deep-pocketed companies and incorporating interactive technology, are set to launch in 1993. Backers hope the revenue provided by 900-number participation by viewers will entice operators to the service.

AUTOS FUEL SPOT / 38

National spot spending was up 4.1% in the first quarter, and local was up 5.3%, fueled primarily by a rebound in automobile spending. Food and packaged goods lag behind.

Shape of ABC's Tuesday and Wednesday nights hinges on fate of 'Wonder Years' (p. 21)

TELCOS WATCH AND WAIT / 41

The possibility that cable reregulation may stall is good news to telephone companies, which believe a telco-cable crossownership provision has a good chance of getting into the next rereg attempt.

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BHC OFFERS $310 MILLION FOR WWOR-TV

Bid tops Disney offer, Pinelands board could still accept better offer

By Geoffrey Foisie

BHC Communications, a low-profile station group, raised its visibility significantly last week by thwarting the proposed merger between Disney's KCAL-TV Los Angeles and Pinelands, parent company of

BHC Chairman Herbert Siegel: Is he laughing last?

WWOR-TV New York. By making an $18-per-share cash offer for the New York station, BHC also may be indicating network-sized ambitions, since it already owns KCOP-TV Los Angeles.

But is last Thursday's agreement the last move? The definitive agreement, expected to be filed with the Securities and Exchange Commission this week, makes clear that Pinelands is still free to accept a better offer.

Those dissatisfied Pinelands shareholders who insisted Disney was really buying Pinelands, rather than the other way around, will now see how interested a purchaser Disney is, if at all. As of Friday, the entertainment company had not responded, having officially been informed of Pinelands' merger agreement with BHC only just before last Thursday's public announcement. Another oft-mentioned potential buyer, Paramount Communications, has yet to be heard from.

BHC said it would begin a tender

Broadcasting's Ratings Week 17 Apr 27-May 3

	ABC	CBS	NBC	FOX
MONDAY	15.7/25	15.9/25	10.7/17	NO PROGRAMING
8:00	37. FBI: Untold Str. 11.1/19	24. Evening Shade 13.5/23	26. Fresh Prince 13.3/23	
8:30	34. Amer Detective 11.6/19	19. Major Dad 14.9/24	28. Blossom 13.0/21	
9:00	8. ABC Monday Night Movie—Stay the Night, Pt. 2 17.9/28	5. Murphy Brown 19.0/29	51. NBC Monday Night Movie—In the Shadow of a Killer 9.5/15	
9:30		9. Designg Wmn 16.9/25		
10:00		16. Northern Exposure 15.4/25		
10:30				
TUESDAY	15.8/26	15.6/25	7.9/13	NO PROGRAMING
8:00	17. Full House 15.3/27	22. Rescue: 911 13.6/23	70. This is Garth Brooks 6.9/12	
8:30	6. Home Improvmt 18.7/30			
9:00	2. Roseanne 21.6/33	10. CBS Tuesday Movie—Deliver Them From Evil 16.6/26	62. Law and Order 8.1/12	
9:30	7. Coach 18.0/27			
10:00	43. Civil Wars 10.7/18		56. Dateline NBC 8.8/15	
10:30				
WEDNESDAY	9.5/15	11.0/18	15.2/25	NO PROGRAMING
8:00	40. Wonder Years 10.9/19		20. Unsolved Mysteries 14.4/24	
8:30	46. Doogie Howser 10.5/17			
9:00	56. Room for Two 8.8/14	38. CBS Special Movie—Batman 11.0/18		
9:30	66. Sibs 7.5/12		14. 27th Country Music Awards 15.6/25	
10:00	50. 20/20 Special Edition 9.6/15			
10:30				
THURSDAY	10.3/17	8.9/14	19.5/31	9.7/15
8:00		64. Top Cops 7.8/12	1. Cosby 28.0/45	59. Simpsons 8.6/14
8:30	66. Columbo 7.5/12		3. Cheers 19.8/30	
9:00		33. Street Stories 11.8/18	18. Wings 15.2/23	42. Beverly Hills 90210 10.8/16
9:30				
10:00	13. Primetime Live 16.0/26	69. Human Factor 7.0/11	29. L.A. Law 12.9/21	
10:30				
FRIDAY	12.5/23	10.3/19	8.2/15	5.0/10
8:00	38. Family Matters 11.0/22	54. CBS News Special: Beyond Rage 9.2/18	52. Matlock 9.4/19	76. America's Most Wanted 5.8/12
8:30	43. Step By Step 10.7/21			
9:00	35. Bush Analysis 11.2/20	40. CBS Friday Movie—The House on Sycamore Street 10.9/20	65. I'll Fly Away 7.7/14	81. Sightings 4.3/8
9:30	48. Baby Talk 10.4/19			
10:00	15. 20/20 15.5/28		68. NBC News Special: City Under Fire 7.2/13	
10:30				
SATURDAY	6.9/13	7.4/15	11.7/23	7.0/14
8:00			22. Golden Girls 13.6/28	72. Cops 6.5/14
8:30	76. ABC Saturday Night Movie—Little Monsters 5.8/11	62. CBS Saturday Movie—Turner & Hooch 8.1/16	45. The Torkelsons 10.6/21	61. Cops 2 8.2/16
9:00			30. Empty Nest 12.8/24	71. Code 3 6.8/13
9:30			32. Nurses 11.9/22	73. AMW Saturday 6.3/12
10:00	55. The Commish 9.1/18	74. Trials of Rosie O'Neill 6.1/12	46. Sisters 10.5/21	
10:30				
SUNDAY	12.8/21	17.1/29	8.3/14	7.4/13
7:00	53. Life Goes On 9.3/18	4. 60 Minutes 19.1/37	78. Disney Night at the Movies—Day-O 5.3/10	80. True Colors 4.4/9
7:30				78. Parker Lewis 5.3/10
8:00	25. Am Fun Hme Vid 13.4/23	11. Murder, She Wrote 16.5/28		49. In Living Color 10.2/17
8:30	27. Am Fun People 13.1/21			60. Roc 8.3/14
9:00	21. ABC Sunday Night Movie—Back to the Future Pt. II 14.3/23	12. CBS Sunday Movie—Baby Snatcher 16.3/26	35. NBC Sunday Night Movie—Trial: Price of Passion, Pt. 1 11.2/18	31. Married w/Childn 12.2/19
9:30				56. Herman's Head 8.8/14
10:00				75. Std by Your Man 6.0/10
10:30				82. Get a Life 4.0/7
WEEK'S AVGS	12.0/20	12.6/21	11.5/20	7.3/13
SSN. TO DATE	12.1/20	13.5/22	12.2/20	8.0/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

discount department stores, up 24%, or $3 million.

Robert Mitchell, senior vice president, Lintas, says some people are buying now in the hopes of avoiding the marketing blitz during the Summer Olympics. Also, he adds, "Some of the economic indicators are up, and I think a lot of marketers are trying, if not to lead the rebound, at least not to miss it."

If there is a weakness in ad spending it is most noticeable among food and packaged goods companies. MediaWatch estimated that soft drink advertising using spot TV was off 17%; advertising for coffee, tea, cocoa and milk additives plummeted 64%, and household paper products dropped almost 50%. Spot spending on heavy-duty detergents was down 40%, and the local category of food stores and supermarkets declined 7%.

Peter Ryan, president of TV rep firm Harrington, Righter and Parsons, said major corporate accounts such as those from Procter & Gamble, Kraft and General Foods showed no major increases. He declined to attribute the pattern to anything other than "individual decisions."

Spot television's fortunes continue to vary by region with the Southwest Central looking best while the West Coast is said to be currently weakest. Although results were against an unusually weak quarter in 1991, TVB President Ave Butensky said the industry's recession has bottomed out: "It may have been a scratch single to third, but that still shows up the same as a hard drive to right." ■

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KLOK(AM)-KBRG(FM) San Jose, Calif. □ Sold by Bahia Radio Inc. to Metro Mix Inc. for $11.25 million. **Seller** is headed by Daniel and James Villanueva, and is purchasing KPLS(AM) Orange, Calif. ("Changing Hands," May 4). **Buyer** is headed by Christopher Marks, and is wholly owned subsidiary of EXCL Communications Inc. KLOK has Spanish news format on 1170 khz with 50 kw day and 5 kw night. KBRG has AC, Spanish format on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

WDKY-TV Danville (Lexington), Ky. □ Sold by The Backe Group Inc. to Superior Communications Group Inc. for estimated price in excess of $9.5 million. **Seller** is headed by John Backe, and has no other broadcast interests. **Buyer** is headed by Perry Sook, former president of Seaway Communications, which owned two TV's. WDKY-TV is Fox affiliate on channel 56 with 3,427 kw visual, 342 kw aural and antenna 1,150 feet above average terrain. *Broker: The Ted Hepburn Company.*

KOQO(AM)-KQPW(FM) Clovis (Fresno), Calif. □ Sold by GKC Broadcasting Ltd. to Dwight Case for $2.055 million. **Seller** is headed by Herbert S. Winokur Jr., and has no other broadcast interests. **Buyer**, Case, is chief financial officer and general partner of assignor, and has no other broadcast interests. KOQO has Spanish format on 790 khz with 5 kw day and 2.5 kw night. KQPW has Spanish format on

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$602,000** □ **3**
FM's □ **$1,427,985** □ **7**
AM-FM's □ **$14,430,000** □ **5**
TV's □ **$9,500,000** □ **1**
Total □ **$25,959,985** □ **16**

1992 to Date:

AM's □ **$33,316,938** □ **65**
FM's □ **$52,552,138** □ **86**
AM-FM's □ **$77,304,925** □ **48**
TV's □ **$261,590,620** □ **20**
Total □ **$424,764,621** □ **219**

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLOSED!

WINZ-AM/WZTA-FM, Miami, Florida and **WWNZ-AM/WZTU-FM,** Orlando, Florida from **Guy Gannett Publishing Company** to **Paxson Broadcasting, Inc.** for **$18,300,000.**

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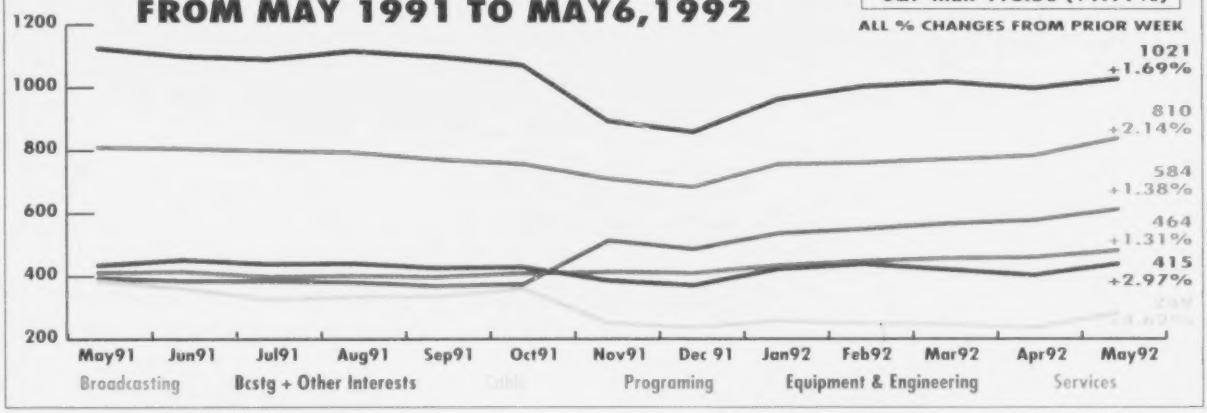
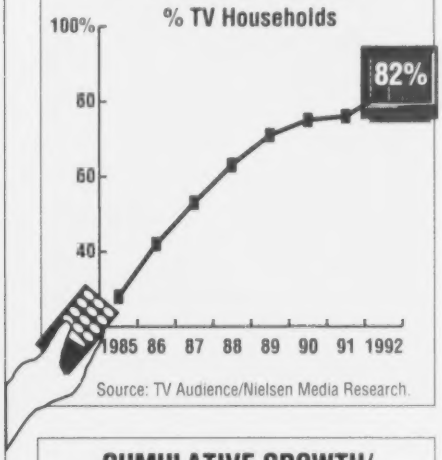
Broadcasting's By The Numbers

STOCK MARKET PERFORMANCE AVERAGES FROM MAY 1991 TO MAY6,1992

NASDAQ: 589.36 (+3.40%)
S&P Ind.: 493.50 (+1.11%)
ALL % CHANGES FROM PRIOR WEEK

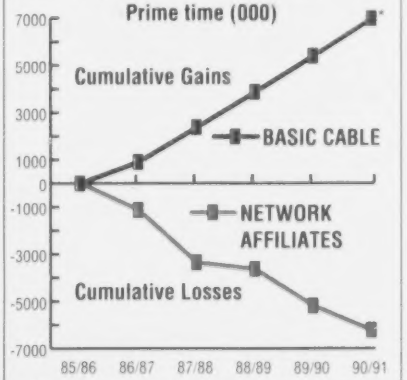


TV REMOTE CONTROL PENETRATION



Source: TV Audience/Nielsen Media Research.

CUMULATIVE GROWTH/ DECLINE IN AVERAGE MINUTE AUDIENCE DELIVERY



* To be read as: From 85/86 to 90/91 the basic cable networks have gained in aggregate 6,999,000 homes during the average minute in prime time. **Source**: Cabletelevision Advertising Bureau

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,982	233	5,215
Commercial FM	4,625	1,013	5,638
Educational FM	1,522	321	1,843
Total Radio	**11,129**	**1,334**	**12,463**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	168	749
Educational VHF TV	124	5	129
Educational UHF TV	234	10	244
Total TV	**1,496**	**201**	**1,697**
VHF LPTV	446	151	597
UHF LPTV	785	858	1,643
Total LPTV	**1,231**	**1,009**	**2,240**
FM translators	1,887	360	2,247
VHF translators	2,509	76	2,585
UHF translators	2,336	399	2,735

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

Republic Pictures has delivered a proposal to creditors of bankrupt Orion Pictures Corp., submitting a reorganization plan to funnel in $400 million generated from cash and receivables, a $150-million senior secured note, plus 10% of common stock in the merged studio. Orion owes creditors $700 million. In the proposal, industry sources believe that Republic, which has less than $17 million in debts, is putting up very little of its own assets (with the exception of the $150 million secured note) and has the opportunity to acquire Orion's coveted film library. Orion has until May 22 to present a reorganization plan acceptable to creditors and U.S. Bankruptcy Court.

Some surprises from the first week of the May sweeps as reported in Nielsen Syndication Service pocketpiece (April 20-26): Tribune Entertainment's first-run made-for-TV feature, *Final Shot: The Hank Gathers Story*, finished fifth nationally with an 8.3 rating (aggregate average); Columbia Pictures Television's off-network sitcom, *Married...with Children*, topped all sitcoms with a 7.5 rating, nosing *The Cosby Show*'s 6.8; All-American Communications' *JFK Conspiracy* special turned in a 9th-ranked 7.2, and Twentieth Television's late-night romance strip, *Studs*, reached a personal-best 3.2 rating and tied Paramount's *The Arsenio Hall Show*.

In the overnight ratings for last Thursday, Fox beat the other three networks in every time period from 8 to 10 p.m.—its second victory ever on Thursday. *The Simpsons* averaged a 14.7/24, a special installment of *In Living Color* scored a 15.0/23 and the season finale of *Beverly Hills, 90210* pulled in a 16.4/24.

ABC's test of ***Home Improvement*** last Wednesday at 9-9:30, a possible precursor of its scheduling for next season, **scored a 13.6 rating/21 share,** first in the time period. The show, which normally airs Tuesday at 8:30, outperformed NBC's *Seinfeld* and was the night's second-highest-rated show. The Disney-produced series also improved the network's average in the time period by 24%. Speculation has centered on the possibility ABC will move *Home Improvement* and possibly *Coach* from Tuesday to Wednesday in hopes of duplicating the Tuesday success.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 26. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.9/227/99
2. Jeopardy!	11.3/218/98
3. Oprah Winfrey Show	10.2/231/99
4. Star Trek	9.6/244/98
5. Final Shot: Hank Gathers	8.3/156/95
6. Entertainment Tonight	8.0/191/96
7. Current Affair	7.7/176/94
8. Married...With Children	7.5/176/94
9. JFK Conspiracy	7.2/150/87
9. Wheel of Fortune-wknd	7.2/192/84
11. Donahue	7.1/231/99
12. Cosby Show	6.8/202/97
13. Inside Edition	6.5/137/89
14. Sally Jessy Raphael	6.1/211/98
15. Hard Copy	5.4/178/93
15. WKRP In Cincinnati	5.4/240/98

NBC has renewed *A Different World* for its sixth season and *Sisters* for its second full season. *A Different World*, the lead-out for *The Cosby Show*, averaged a 14.9/24 this season. *Sisters* averaged a 10.2/19 at Saturday, 10 p.m. The two shows join *Blossom*, *Cheers*, *Empty Nest*, *Law & Order*, *Nurses*, *Quantum Leap*, *Seinfeld*, *The Fresh Prince of Bel Air* and *Wings* in being renewed for fall.

NATAS released its **nominations for the 19th annual Daytime Emmy Awards,** and CBS was at the top of the list with 68 nominations, followed by: PBS, 41; syndicated shows, 33; ABC, 25; NBC, 24; Disney, 17; Nickelodeon, 4; ABC/syndication, 3; Fox, 2, and CNN, HBO and Lifetime each with one. Nominated for the 13th time for best actress is *All My Children*'s Susan Lucci (she has yet to win).

TOP-MARKET STATIONS FEATHER 'EMPTY NEST'

After more than six months, Buena Vista Television has completed sales of the off-network *Empty Nest* in over 70 markets, including 25 of the top 30, representing 60% U.S. coverage in all. BVT President Bob Jacquemin says the Disney syndication unit is offering "maximum flexibility" with a variety of licensing terms, including double barter runs or the opportunity to share concurrent broadcast windows with other stations in the market. To date, there appear to be no takers for concurrent broadcast windows. Jacquemin also confirmed rumors that a cable deal might be worked out with TBS superstation WTBS(TV) Atlanta. If so, syndicated exclusivity will be offered to all broadcast stations for the first three years, he says. Taking into account a TBS deal, Jacquemin estimates the national license fee will be "on par" or exceed $1 million per episode, comparable to the fees he says MCA TV got for the off-network, male-skewing *Coach*. Jacquemin expects a majority of independents to air *Empty Nest* in the 6-8 p.m. prime access time periods. Most affiliates will likely run the sitcom in early fringe or late night. The series is being sold on a short-term, three-year cash-plus-barter basis (30 seconds of national advertising time per episode) or a long-term, six-year basis, barter-free for the last three years. —MF